

## PROJECT INFORMATION

### New Alliances to Protect Biodiversity in Hotspot Caucasus



Workshop with representatives  
of business companies

Source: NABU

## Background

Situated in the heart of the biodiversity hotspot Caucasus, Armenia owns a very rich natural heritage. However, this natural heritage is endangered. To address the complex and challenging task of biodiversity conservation appropriately, all public sectors ought to contribute to nature protection. The performance of economies and companies highly depends on intact ecological systems and biodiversity, providing natural resources. While alternative economic approaches aiming at nature conservation, such as Corporate Social Responsibility (CSR) and Green Economy, are well established within the EU and other industrial countries, in Armenia they are not yet common.

## Project details

This project aimed to contribute to the establishment of a green economy approach in Armenia. Its main goal was to encourage business companies to cooperate with non-governmental nature conservation organizations (NGOs) and to jointly develop ideas for nature conservation projects. To do so, NABU invited representatives of each sector (state, business and NGOs) to workshops. A brochure with best practice examples of successful business & biodiversity projects from other countries and stakeholder conference for all project participants enabled the exchange of ideas. Additionally, NABU conducted biodiversity checks, developed in Germany and adopted for Armenian conditions, on companies, and launched a competition for biodiversity conservation projects, and realized two exemplary small projects with companies itself. Out of approximately 70 invited parties, the representatives of 30 companies, 20 NGOs and from the Armenian Ministry for Nature Protection took part in the project. As result, the awareness of many stakeholders for the issue of business & biodiversity in Armenia could be raised considerably.

## For our Environment



Federal Ministry for the  
Environment, Nature Conservation,  
Building and Nuclear Safety



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**Target country:** Armenia

**Duration:** 05/2013 – 06/2015

**Beneficiary:** Business Companies  
and Nature Conservation NGOs in  
Armenia

**Implementing organisation:** NABU,  
Naturschutzbund Deutschland, De-  
partment for International Projects

**Project number:** 27514

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## Advisory Assistance Programme

(AAP) for environmental protection  
in the countries of Central and  
Eastern Europe, the Caucasus and  
Central Asia and other countries  
neighbouring the European Union –  
a programme of the Federal Ministry  
for Environment, Nature Conserva-  
tion, Building and Nuclear Safety

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